

Claims

WHAT IS CLAIMED IS:

1. A method of establishing and nurturing a business relationship between a product seller and a consumer comprising:

5 attaching a removable label to a product, wherein said label is removed from the product prior to using the product to enable full functionality of the product;

positioning indicia on the removable label directed to communicating a message to the user related to at least one of motivating the user, entertaining the user, educating the user, and inspiring the user; and

10 placing said product inside packaging having instructions related to use of the product.

2. A method as set forth in claim 1 wherein said label is substantially free of messages related to using the product.

3. A method as set forth in claim 1 further comprising the step of printing said instructions on an exterior surface of the packaging.

4. A method of establishing and nurturing a business relationship between a seller of absorbent articles and a consumer thereof comprising:

5 attaching a removable label to an absorbent article to cover an adhesive coating applied to the article for attaching the article to a preselected surface;

positioning indicia on the removable label directed to communicating a message to the user related to at least one of motivating the user, entertaining the user, educating the user, and inspiring the user; and

10 placing said article inside packaging.

5. A method as set forth in claim 4 wherein said label is substantially free of messages related to using the article.

6. A method as set forth in claim 4 wherein said packaging has instructions related to use of the article.

7. A method as set forth in claim 6 further comprising printing said instructions on an exterior surface of the packaging.

8. An absorbent article comprising:

an absorbent body having a peripheral edge, a first side, and a second side opposite said first side;

an adhesive coating applied to said first side of the
5 body permitting a user to attach said body to a preselected surface; and

a covering removably attached to the adhesive coating to prevent attachment of the body before the user removes the covering from the adhesive coating, said covering having a size
10 and shape selected for covering at least a portion of the adhesive coating when attached to the adhesive coating, a release side for contacting the adhesive coating when the covering is attached to the coating, and a message side opposite said release side;

15 wherein said message side of the covering includes indicia directed to communicating a message to the user related to at least one of motivating the user, entertaining the user, educating the user, and inspiring the user.

9. An absorbent article as set forth in claim 8 wherein said message side of the covering is substantially free of messages related to using the absorbent article.

10. An absorbent article as set forth in claim 9 wherein:

said absorbent article is a first absorbent article;

said first absorbent article is grouped with a second
5 absorbent article; and

said first and second absorbent articles are received
in a container.

11. An absorbent article as set forth in claim 10
wherein said second absorbent article is substantially
identical to said first absorbent article.

12. An absorbent article as set forth in claim 10
wherein the container includes a message related to using the
absorbent article.

13. An absorbent article as set forth in claim 12
wherein the message related to using the absorbent article is
printed on an exterior of the container.

14. An absorbent article as set forth in claim 8
wherein said message side of the covering is substantially free
of messages related to designating a source of the absorbent
article.

15. An absorbent article as set forth in claim 14
wherein:
said absorbent article is a first absorbent article;
said first absorbent article is grouped with a second
5 absorbent article; and
said first and second absorbent articles are received
in a container.

16. An absorbent article as set forth in claim 15
wherein said second absorbent article is substantially
identical to said first absorbent article.

17. An absorbent article as set forth in claim 15
wherein the container includes a message related to using the
absorbent article.

18. An absorbent article as set forth in claim 17 wherein the message related to using the absorbent article is printed on an exterior of the container.

19. An absorbent article as set forth in claim 8 wherein the absorbent body is a feminine napkin.

20. A package of absorbent articles comprising:
a plurality of absorbent articles, at least a portion of said plurality of absorbent articles having a removable label including indicia thereon related to at least one of
5 motivating, entertaining, educating and inspiring a user of the article; and
a container sized and shaped for holding said plurality of absorbent articles, said container having indicia thereon for instructing a user of the article regarding use the
10 article.

21. A package as set forth in claim 20 wherein said label is removed from each of said absorbent articles having a label to enable full functionality of the respective article.

22. A package as set forth in claim 21 wherein said label covers an adhesive coating for attaching the article to clothing and thereby ensure proper placement of the article during use.

23. A package as set forth in claim 20 wherein the removable labeling is substantially free of messages related to using the absorbent article.

24. A package as set forth in claim 20 wherein the removable labeling is substantially free of messages related to designating a source of the absorbent article.

25. A laminated structure comprising:

a body having a peripheral edge, a first side, and a second side opposite said first side;

an adhesive coating applied to said first side of the
5 body permitting a user to attach said body to a preselected surface; and

a covering removably attached to the adhesive coating to prevent attachment of the body before the user removes the covering from the adhesive coating, said covering having a size
10 and shape selected for covering at least a portion of the adhesive coating when attached to the adhesive coating, a release side for contacting the adhesive coating when the covering is attached to the coating, and a message side opposite said release side;

15 wherein said message side of the covering includes indicia directed to communicating a message to the user related to at least one of motivating the user, entertaining the user, educating the user, and inspiring the user.